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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 37 titles deal with a variety of topics, including the following: (1) the role of television in the lives of older homebound individuals; (2) radio wars between Cuba and the United States; (3) the relationship between involvement, mass media habits, and health information seeking; (4) mass communication and cultural stasis; (5) relationships between alternative aspects of advertising intensity and market structure in selected product categories; (6) mass media and the cognitive images people hold of other nations; (7) factors that relate to effective use of radio in nonformal education in developing countries; (8) Japanese educational television and its implications for American educational television; (9) cognitive response to political advertising; (10) the effect of sexual stereotyping in print advertising on brand name recall, sales point recall, and buying attitude; (11) all-news radio listening from a structuralist point of view; (12) the narration within the narrative in voice-over; (13) public access cable television; (14) dynamics of development communication; (15) regulatory policymaking; and (16) the United States commercial television export phenomenon in the international market. (HOD)

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THE ROLE OF TELEVISION IN THE LIVES OF OLDER HOMEBOUND INDIVIDUALS Order No. DA8410519

ANDERSON, PATRICIA ANN, PH.D. *State University of New York at Buffalo*, 1984. 150pp.

The aged represent a new culture within American society. Among the consequences of reaching an advanced age within this society, there are decreased mobility, negative attitudes, enforced retirement, the decrease of social interactions, and a reduced income. All of these happenings contribute to the disengagement of the older person and society from each other.

To assess the mass media usage of the homebound older adult, especially the functional uses of television, a three part questionnaire was designed. Part I of the instrument was constructed to collect data regarding the participants' personal characteristics, their use of the mass media, and the availability of and their use of interpersonal communicative activities. Part II was designed to collect information concerning the functional uses of television which were identified through the review of the literature as Information, Education, Entertainment, Relief of Boredom, and Substitution for Social Interaction. Part III secured data about the participant's viewing habits in relation to their program choices.

It was found that the older adult who is homebound was a heavy user of the mass medium of television. The study group spent an average of 5.3 hours daily per person watching television. Data secured regarding the functional uses of television showed a range of 48 - 88 percent agreement with the uses identified for this study. The participants rank ordered the uses of television in the order of its importance to them as: Information, Entertainment, to Overcome Boredom, Education, and Substitution for Social Interaction. The most frequently viewed television program types were the Weather, News Programs, and Drama Programs. Whereas the least frequently viewed types were Documentary/Educational Series and Educational/Cultural Programs.

The overall findings in this study seem to indicate that despite the homebound status of the older adult participants, their use of the mass media was comparable in most respects to that of the mobile elderly.

MASS COMMUNICATION AND CULTURAL STASIS: A QUALITATIVE CASE STUDY OF NORTHEAST BRAZIL Order No. DA8411135

BARRON, PAUL WILLIAM, PH.D. *Northwestern University*, 1984. 439pp.

The present study attempts to apply a qualitative methodology derived from the principles of grounded theory to an historical study of mass communication in Northeast Brazil. A ritual conception of communication is employed, derived from James Carey's understanding of communication as a symbolic process through which reality is created, maintained, repaired, and transformed. The principle theme of this study is the examination of the various symbolic modes used to maintain relationships of inequality and passivity in Northeast Brazil. The time frame for this study begins with the initial colonization effort undertaken by the Portuguese in the sixteenth century and extends through the present period of military rule.

A culturally-based definition of communication posits the existence of a strong symbiosis between cultural and communicative matrices, with communication structures involved with the maintenance of cultural structures over time. Chapters Two and Three of the present work, therefore, develop an historical overview of the symbolic structures that define the geo-cultural environment of the Northeast. Against this backdrop, Chapters Four and Five examine the two dominant mass communication matrices that exist in the region: the traditional electronic and print media and the folk communication forms employed by marginalized people.

The communication forms and processes in the Northeast embody relationships of alienation and fatalism and play a key role in the definition and maintenance of a dominative socio-cultural environment. Since the mass media in Brazil developed in conjunction with and in support of the dominative elements of the socio-cultural matrix, it is highly improbable that the media can play an initiating role in the process of change, without a prior or concurrent change occurring in the overall socio-cultural patterns. The most severe form of poverty in the Northeast is the denial of the individual's ability to critically reflect on his or her own geo-cultural environment and to symbolically re-name and alter that environment through collective action. The potential for change in the Northeast depends on altering this form of poverty.

THE CANADA-UNITED STATES TELEVISION ADVERTISING BORDER DISPUTE: A CASE STUDY IN THE POLITICS OF BROADCASTING Order No. DA8410525

BERLIN, BARRY, PH.D. *State University of New York at Buffalo*, 1984. 281pp.

The Canada-United States Television Advertising Dispute: A Case Study in the Politics of Broadcasting analyzes the evolution of the mass communication and international political conflict. Rooted in Canadian nationalism, cultural identity and an apparent changing political relationship between the countries, the "war" ignited in the early 1970s. Canada implemented two controls to retain an estimated $20 million annually in advertising revenue that had been flowing to 24 United States television stations along the border (principally the three network-affiliated stations in Buffalo, New York, and a station in Burlingham, Washington). The advertising measures were random deletion of commercials from United States' programming seen in Canada via the border stations and passage of tax control legislation, Bill C-58, which discouraged Canadian companies from continuing to advertise on United States border stations.

The controls led the border stations to vigorously lobby in Congress to pressure Canada to modify C-58. Through governmental retaliation, often linked to non-broadcasting Canadian interests, the border stations sought to force Canada to negotiate. The border stations: (1) threatened to jam signals to Canada; (2) litigated the issue in Canada's Supreme Court and lost; (3) charged an international trade violation and won; (4) blocked an exemption by Congress for conventions in Canada thereby seriously reducing the tourist dollar going into Canada; and (5) repeatedly sought Congressional passage of "mirror legislation" (a United States version of Canada's C-58), including restrictions on importation of sophisticated videotex technology (Telidon).

Overall, the border stations have lost in excess of $140 million in advertising. Canada has regained much of it but lost $400 million in tourist revenue. In addition, Canada stands to lose millions if the exportation of Telidon is restricted and another $5 million annually in advertising revenue that goes to Canadian stations opposite Detroit if "mirror" legislation passes. Canada, however, remains firm on C-58, asserting it is an internal fiscal matter and a key part of cultural policy. Despite economic losses, Canada may have enhanced its sovereignty and sense of integrity.

FROM THE "GOLDEN AGE" TO THE "VAST WASTELAND": THE STRUGGLES OVER MARKET POWER AND DRAMATIC FORMATS IN 1950S TELEVISION Order No. DA8411395

BOODY, WILLIAM FRANCIS, PH.D. *New York University*, 1984. 411pp. Adviser: Robert Sklar

From the widely-heralded "Golden Age" for television's dramatic writers in the mid-1950s to FCC Chairman Newton Minow's famous characterization of network television programming as a "Vast Wasteland" in 1961, the American television industry underwent profound changes in its economic structures, program formats and cultural status. The second half of the 1950s witnessed the most thorough-going and lasting shifts in prime-time programming in television history, and the economic relationships and practices which emerged in these years remained fundamentally unchanged over the next two decades. Network prime-time programming moved from New York to Hollywood, from live to film formats and from anthology to continuing-character episodic series. The program shifts reflected a fundamental reorganization of the business of producing, distributing and sponsoring entertainment television, creating new economic roles for networks, program producers, advertising agencies and television sponsors. Public scrutiny of network television practices also peaked in the same period with simultaneous investigations by three congressional committees, the Justice Department and the FCC. These investigations into television's business practices paralleled a growing public debate over network television's program quality, freedom of expression and social responsibility. The television playwright, celebrated as the creative center of the "Golden Age" of live drama, was often cast as the chief victim of the industry's economic and programming changes. The increasingly polarized debate between the leaders of the television industry and many of its most prominent writers and critics over dramatic formats and freedom of expression becomes a useful market not only of the changing commercial practices of the industry, but also of the shifting public self-representations of television as a cultural institution. This examination of the terms and implications of the programming debates of the 1950s illuminates the economic and ideological interests and practices behind the emergence of the distinctive features of the modern television industry's programming philosophies, dramatic forms and cultural position.

THE EXTENT OF USE OF INSTRUCTIONAL TELEVISION IN MISSISSIPPI PUBLIC SCHOOLS AND FACTORS WHICH ENCOURAGE, LIMIT, OR PREVENT USAGE

Order No. DA8415692

BOSTICK, RUBY NAN ROACH, ED.D. *The University of Mississippi*, 1984. 157pp. Director: Associate Professor Joan C. Carson

The purpose of this study was to determine (1) the extent of use of instructional television by public school teachers in the state of Mississippi, and (2) factors that encourage, limit, or prevent use of the medium. Mississippi public school teachers who taught kindergarten through grade twelve were the population from which the sample was selected.

To investigate the extent of use of instructional television by public school teachers in the state of Mississippi and factors that encourage, limit, or prevent use of the medium, a questionnaire was designed, developed, field tested, and mailed to a random sample of 465 Mississippi public school teachers. The overall response rate for the study was 324 (85 percent).

The responses to each questionnaire item were tallied and expressed as frequencies and percentages. The chi-square test was used to determine statistical significance for each tabulation. The .05 level of significance was deemed necessary for this study.

Analysis of the data revealed that 58 percent of the respondents do not use ITV at any time during a typical week of school. Approximately 42 percent of the respondents use ITV at some time during a typical week.

It was concluded from this study that college credit hours in instructional television, availability of informative materials about ITV (teacher guides, schedules, etc.), attending any meetings workshops, or conferences on ITV, use of ITV teacher guides, viewing a telecast from an ITV series, and administrative attitude were positively related to use of ITV. It was further concluded that college credit hours in instructional media and viewing an entire series of ITV telecasts were not related to use of the medium. Factors that encourage, limit, or prevent ITV usage were also determined.

GLOBAL FLOW: THE UNITED STATES COMMERCIAL TELEVISION EXPORT PHENOMENON IN THE INTERNATIONAL MARKET

Order No. DA8408162

CAHILL, PAUL EDWARD, PH.D. *University of Oregon*, 1983. 441pp. Adviser: John Shepherd

This study examined the process employed by American television program distributors to introduce, negotiate and sell American entertainment programming in the international marketplace. The study had three goals: (1) to provide precise and updated information about the quantity of television programming within each of a number of discrete content categories sold to foreign television system programmers; (2) to analyze the processes involved in the selection and distribution of American television programming exported, and (3) to relate these processes to relevant theories with respect to global program flow.

The research considered fourteen factors that were clustered within four program, regulatory, organizational, and market categories. These categories and their subordinate variables were hypothesized to be instrumental to the acquisition of programming by distributors, to the presentation of that programming within international markets, and to distributability--the final acceptance of that programming by foreign buyers.

Structured interviews were conducted with leaders of telefilm distribution companies active in the international market who controlled over 75 percent of the television materials exported during the ten years, 1971 - 1981. An export inventory of programming sold overseas was constructed, and subdivided into fifteen program content categories. The export data were compared to similar data that represented American program production and network broadcasts within the same content types for the same period.

No percentage correlations were found between network broadcast schedules, and foreign sales within the content categories for any of the years studied, a contradiction of the beliefs held by the distributors interviewed. Only one of the factors hypothesized to bear on the distribution process--popularity with the U.S. audience--was consistently considered by the distributors as a predictor of program distributability.

Television program distribution to the foreign market is an $800 million dollar business performed by distributors largely on a seat-of-the-pants basis. Findings point to a lack of any systematic or rational approach to market analysis by distributors who seek answers to questions concerning program acquisition and its concomitant acceptance by the foreign buyers. Far from conspiratorial, the findings indicate an industry motivated more by impulse than by design.

THE RELATIONSHIP BETWEEN INVOLVEMENT, MASS MEDIA HABITS, AND HEALTH INFORMATION SEEKING

Order No. DA8408262

CARDILLO, BARBARA ANNE, PH.D. *Stanford University*, 1984. 127pp.

This research explores the application of availability theory in explaining information seeking behavior. The major hypothesis predicts that mass media habits play a primary role in information seeking, and that further information seeking will take place when there is a high degree of involvement in a topic. The topic explored is coronary heart disease.

Analyses are based on data collected on 749 subjects by the Stanford Heart Disease Prevention Program. Analysis of variance and multiple regression techniques are used. Findings reveal that the hypotheses are partially supported. When salience, perceived knowledge, and perceived risk are indicators of involvement, the hypotheses are supported. They are not supported when actual risk is the indicator of involvement. Applied and theoretical implications are discussed.

THE NEWS AGENCY OF NIGERIA: A STUDY OF ITS IMPACT ON THE FLOW OF NEWS AND THE ROLE CONCEPTIONS OF ITS STAFFERS

Order No. DA8406788

DARE, OLATUNJI, PH.D. *Indiana University*, 1983. 380pp. Chairman: Dr. J. Herbert Altschull

This study was undertaken primarily to investigate the role of the News Agency of Nigeria (NAN) in the flow of news to, from, and within Nigeria, and to find out the role conceptions of its staffers.

A central assumption was that NAN, conceived, born and nurtured in the heat of the debate on a new world information order, would define and gather news differently from the Western news agencies that have been the subjects of trenchant Third World criticism. It was expected that as a Third World news agency, NAN would emphasize news of development over news of conflict, crime and disasters, focus its reporting on processes rather than events, and diversify its reporting on processes rather than events, and diversify its sources of foreign news to achieve greater balance.

The study found otherwise.

NAN relied on the major Western news agencies--the AP, Reuters and AFP--for the bulk of its foreign news. Its gatekeeping was limited to selecting a number of foreign stories from the files of these agencies for inclusion in its bulletins. Not much attention appeared to be given to the type of story selected or its content. There was no bias in favor of stories about development. News stories from Third World countries were more numerous than those from developed countries, but large areas of the world such as China, the Soviet Union, Latin America and Eastern Europe went largely unreported.

Domestic news stories were mainly from the national and state capitals. Nigeria's vast countryside was shut out of the news flow. The imbalance in world news flow that a new world information order seeks to redress was even more lopsided in the flow of domestic news. Reporting was focused on events rather than on processes.

For NAN staffers who saw themselves as educators, social engineers and public watchdogs, inability to carry out more than routine newsgathering was a source of frustration. An attempt to classify the staffers, following Johnstone and associates, as "participant" (activist) and "neutral" was unsuccessful. The staffers attached roughly the same degree of importance to the performance of supposedly participant functions as they did to neutral ones.

FCC POLICY ON MINORITY OWNERSHIP IN BROADCASTING: A POLITICAL SYSTEMS ANALYSIS OF REGULATORY POLICYMAKING Order No. DA8408291

FIFE, MARILYN DIANE, PH.D. *Stanford University*, 1984. 253pp.

The purpose of this research study is to analyze the process through which the broadcast policymaking system in the United States produced the 1978 Federal Communications Commission (FCC) policy on minority ownership in broadcasting, and through this analysis, (1) to add to and further review existing models of that system's behavior, and (2) to produce insights as to the nature of institutional behavior through which mass communications reflect existing societal values toward minority group concerns.

For purposes of this study, "minority group" is defined as Black, Hispanic Surnamed, American Eskimo, Aleut, American Indian and Asiatic American extraction racial and/or ethnic groups. This is identical to the definition used by the F.C.C.

This study makes use of a model of broadcast policymaking based on systems theory: the policymaking process is seen as taking place in an open system which continuously converts "inputs" in the form of demands and support into "outputs" in the form of public policy. Concepts springing from systems theory are used to analyze the processes that make up the behavior of the system.

The 1978 FCC policy on minority ownership is examined through a historical case study focusing on the pre-policy environment, the development of policy options, policy formation, and adoption.

Findings of the study indicate that systems theory is a useful approach for conceptualizing the policymaking process and for understanding system behavior at specific points in that process, but is less successful in conceptualizing situations in the environment, system, and subsystem that influence policymaking over periods of time.

Additionally, the study indicates that three conditions seem to be essential to the production of policy on minority ownership in broadcasting: (1) a large degree of environmental support and involvement, (2) an infrastructure within the policymaking system sensitive to minority concerns, and (3) active and recognized support by the executive branch. All these conditions were relevant to the adoption of minority ownership policy, however further study is needed to determine if these three conditions are relevant to other broadcast policymaking processes.

IDEOLOGY IN INTERNATIONAL TELECOMMUNICATION: RADIO WARS BETWEEN CUBA AND THE UNITED STATES. (VOLUMES I AND II) Order No. DA8416665

FREDERICK, HOWARD HANDTHORNE, PH.D. *The American University*, 1984. 772pp.

International radio broadcasting is a primary vehicle of ideological confrontation among nations. In few regions of the world is this "war of ideas" as intense as it is in the Americas between Radio Havana Cuba (RHC) and the Voice of America (VOA). These two opposing radio stations are important weapons in the battle for the hearts and minds of opposing populations in the hemisphere.

This study begins with an historical overview of the Cuban-American radio war from its inception in 1961 through 1983. A theory of Inter-Ideological Propaganda State Apparatuses (IPSAs) is elaborated based on the writings of Karl Marx, Louis Althusser and Antonio Gramsci. Next, the suitability of content analysis as a measure of the ideological content of communication is considered.

Bilingual coders coded newscasts from sample periods in 1979 and 1982.

Both stations highlighted news of technical achievements and basically agreed that nations act in national self-interest. Individual human achievements were usually overshadowed by the role behavior of leaders and officials. While VOA often carried criticism of U.S. policies, RHC never reported events that questioned Cuban policies. VOA's predominant concern was with U.S. affairs, while RHC covered events in dozens of small, underreported countries. While VOA displayed an introspective self-image, RHC'S new reporting suggested a self-image of outward involvement and internationalism. VCA treated Central America largely as a "rebellion" and Nicaragua as a "war." RHC, in contrast, was more concerned with "governmental diplomacy" of Central America. RHC gave great prominence to the affairs of Non-Governmental Organizations, while VOA covered them rarely. The two stations displayed interesting differences in their conceptions of such keywords as democracy, peace, and human rights; these differences reflected the embracing ideological orientation of the stations' parent superstructures.

Volume I contains the historical, theoretical and analytical chapters. Volume II is an appendix which contains the transcripts of the newscasts, headline-like summaries of the news items, and the coded data themselves.

PUBLIC ACCESS CABLE TELEVISION: A CASE STUDY ON SOURCE, CONTENT, AUDIENCE, PRODUCERS, AND RULES-THEORETICAL PERSPECTIVE Order No. DA8410285

FULLER, LINDA K., PH.D. *University of Massachusetts*, 1984. 302pp.
Director: Professor Leslie K. Davis

Based on participant observation, this communications dissertation is a case study of a New England suburb both before and one year after getting cable television, with particular attention to its public access channel.

Review of the literature includes general cable television research, public access studies and surveys, and perspectives on public access: physical/technical characteristics, history, legal aspects, economic-political features, social concerns, and shortcomings, plus examples of some different public access operations.

Methodologically, this study combines a unique blending of both qualitative and quantitative research. Three surveys were performed: (1) all-town mail questionnaire on cable television usage, anticipation, values, and interests prior to becoming a 74% cable-penetrated town; (2) telephone survey of 428 cable subscribers, 11% of the target population, "Typical" viewing was compared to yesterday and specific types of programs, determining viewing/co-viewing habits, attitudes, and actions. While an impressive 94% were familiar with the public access channel, 45% were regular viewers, 40% felt it had increased a sense of community, and 34% reported they would contribute to it; (3) personal interviews with 42/44 producers of programming for the station found fewer than one-third with prior television experience, with most intent on producing particular shows. No prototypical producer emerged. Further, a content categorization was performed on the channel from 12/81-12/82 of 500+ programs produced by nearly 300 volunteers.

Results of hypotheses testing revealed: underestimation of television usage; increased viewing since the introduction of cable; public access effects on the community; ownership of attachments for television sets age-specific; and stated rules for television viewing not necessarily parallel to habits of time, choice sources, and interactions.

The organic approach to this study--including source, content, audience, and producers--was critical to understanding a public access channel in operation. The essence was discovering the reason for this station's success: its concern for quality of life in its community, with the promise that access can make to an informed public.

THE EFFECT OF EYE CONTACT AND COLOR REPRODUCTION IN INSTRUCTIONAL TELEVISION PROGRAMMING ON STUDENT PERCEPTIONS OF SELECTED INSTRUCTOR ATTRIBUTES Order No. DA8407998

GAVEY, THOMAS W., ED.D. *The Catholic University of America*, 1984. 206pp.

Research in the field of Instructional Television (ETV/ITV) has established that, as a medium for delivery of teaching activity, it is essentially as effective as live teaching. Research also found evidence of a change in the perceived personality of an instructor as a result of his "passage" through the television system. Subsequent events indicate that color playback and eye contact could modify those effects. Since the personality of the teacher, as perceived by the students, is a critical part of the learning environment, it is important to know about effects which could affect the perceived personality.

For this experiment, a single lecture was recorded on two separate color camera/videotape systems. One camera was placed at the rear of the live student group, the other at the side of the group. The lecturer maintained eye contact with the live group, but favored the camera behind the group with 50% of his eye contact. The other camera received eye contact as other members of the live group. With the live group acting as a "normal" group, four other groups were treated with a video playback of the lecture, one with eye contact and color reproduction (COLEYE), one black and white with eye contact (B&WEYE), one without eye contact but in color (COLNO) and one in black and white with no eye contact (B&WNO). Each subject recorded ratings on 30 personality attributes. ANOVAs were made between the overall results of the five groups as well as between the individual response items for the five groups. Significant differences were designated at the .05 level.

The comparisons of LIVE and B&WNO tended to verify that the first personality attributes to be degraded are those most descriptive of a teacher, i.e., SCHOLAR, PROFESSIONAL, FRIENDLY, SUPPORTIVE, LOGICAL and FORCEFUL. The comparisons also verified that passage through the television system can change the perceived personality. The rating of COLEYE were very close to LIVE, indicating that color reproduction with eye contact is most like a live situation. Playback with eye contact tends to produce higher ratings, whether or not the playback is in color. Lack of eye contact does not improve ratings in any situation, and will seriously degrade emotionally based responses in color reproduction.

MOTION PICTURE ADVERTISING: INDUSTRIAL AND SOCIAL FORCES AND EFFECTS, 1930-1948

Order No. DA8405426

HARALOVICH, MARY BETH, PH.D. *The University of Wisconsin - Madison*, 1984. 273pp. Supervisor: Professor David Bordwell

This dissertation argues that the advertising policies and practices of the motion picture industry changes significantly during the studio years. It considers the industrial and social forces which combined to create a context for shifts in visual representations of sexuality in film advertising. Aware of its mediating role between itself as a producing institution and the audience with which it tried to harmonize, the industry adjusted its advertising policies in concert with its perceptions of its dominant audience.

An analysis of randomly sampled Warner Brothers film posters from 1930-1948 shows that there were two points at which representations of sexuality changed markedly: the mid-1930s and the 1940s. The primary reason for these changes was the system of self-regulation which the industry adopted in an attempt to initiate an industry-wide policy on film advertising.

In late 1933, an enforceable Advertising Code was implemented to allow the Motion Picture Producers and Distributors of America to oversee the contents of advertising prior to distribution. This action was the result of complaints by civic groups and proposed federal censorship legislation. A consensus of the industry groups involved in film advertising was necessary before a system of self-regulation could be adopted.

Having instituted an internal mechanism for the self-censorship of advertising, resistances to the Advertising Code took place from within its established structure. In the 1940s, the interpretations of good taste of the Advertising Code were adjusted to allow studio still photographers access to mass circulation magazines whose editorial policies were at some variance with the industry's self-censorship policies. Howard Hughes' 1946 lawsuit against the industry's rejection of advertising for *The Outlaw* provided judical validation of the industry's self-regulatory apparatus.

The Advertising Code was instituted and adjusted as a result of two factors: the industry's perceptions of significant external pressures and the internal structures of its decision-making hierarchy. This on-going process shows how the industry negotiated the needs of its disparate groups and adjusted its policies in concert with its perceptions of its audience.

A MULTIVARIATE ANALYSIS OF AUDIENCE ATTITUDES AND BEHAVIORS DURING TELEVISION VIEWING

Order No. DA8415817

HOFFMAN, DONNA L., PH.D. *The University of North Carolina at Chapel Hill*, 1984. 307pp. Supervisor: Lyle V. Jones

One national Nielsen rating point is the equivalent of 833,000 households and represents about $7 million in annual advertising revenues. A television program's rating determines its value to both the network broadcasting it and the advertiser buying time within it. In essence, ratings determine the cost of advertising.

The ratings implicitly assume of viewers that "if they watch it, they like it." However, if the television audience is not the conglomeration of appreciative and attentive viewers that the ratings numbers imply, then attention must be focused on the study of the *variation* in the television audiences' attitudes and behaviors. It is only through examination of these *qualitative* aspects of viewing that we can truly understand viewing behavior.

This dissertation explores the diversity of audience reaction toward programs using data collected from a research study conducted by Television Audience Assessment, Inc. The investigation is organized into four major parts in which the relationships among audience reaction, quantitative ratings, and viewing behaviors are examined.

The major conclusions reached were: (1) Viewers plan ahead to see programs which have a high impact on them and which they appreciate. (2) The size of a program's audience is negatively related to the appreciation viewers have for it. (3) Program impact is the key measure of audience reaction to programs. (4) Viewers pay more attention to programs they intend to view, though they also pay attention to programs they had no intention of viewing. (5) Viewers pay more attention to programs that have an impact on them. (6) As a program's impact increases, the probability of the audience engaging in activities "complementary" with viewing increases. (7) As a program's impact increases, the probability of the audience leaving the room only during the commercials or not leaving at all increases. (8) Viewers who leave the room during the commercials or not at all have a higher probability of engaging in complementary activities, and vice versa.

MAJOR GENERAL ROBERT W. GROW, THE NEWS MEDIA AND THE AMERICAN MILITARY JUSTICE SYSTEM: AN EPISODE IN COLD WAR POLITICS Order No. DA8406095

HOFMANN, GEORGE F., PH.D. *University of Cincinnati*, 1983. 355pp.

Late in July 1945, the Commanding General of the 101st Airborne Division, Maxwell D. Taylor, recorded in his war diary information regarding America's new weapon, the atomic bomb. Taylor was a propitious officer whose future would eventually lead to Army Chief of Staff, assistant for military affairs under President John F. Kennedy, Chairman of Joint Chiefs of Staff and Ambassador to South Vietnam. But on that eventful day on the 28 of July, at Berchtesgaden in southern Bavaria, Taylor had acquired highly sensitive information about the A-bomb from Generals George C. Marshall and George S. Patton and recorded it before the weapon was to be used against Japan.

It was not unusual for American military commanders to record various happenings or information in diaries. Indeed most prominent military leaders had published histories of their experiences based upon, recollections, correspondences, unit histories, after action reports, and diaries. Major General Robert W. Grow, a highly successful and combat wise armored division commander during the war, was no different than many of his mentors and peers. He kept a diary. Unfortunately, portions of his diary for the year 1951 were photocopied in Frankfurt, Germany, by a reported Soviet "mole" and

used as a communist propaganda vehicle. At the time General Grow was senior American military attaché in Moscow. It was his misfortune to be the only general officer brought to trial because he had unintentionally fallen victim to a cold war propaganda effort. This was due to his diary being exploited not only by the communist, but also by the domestic media. Furthermore this occurred in a period in American history when, domestically, the country was experiencing a generated fear over preconceived threats to security. Moreover on the international scene the United States was confronting the Soviet Union just short of armed conflict. These developments challenged the responsibility of the American press, and at the same time put to a test the new uniform code of military justice. In addition this period witnessed a changing role in military management. Since Second World War, the military began to place considerable emphasis on business management techniques. This change in direction compromised traditional military values, because managerial careerism had replaced ethical responsibilities based upon honor, duty, self-sacrifice, group cohesion and loyalty. The Grow general court-martial in 1952 represented a pattern of shifting values of service to self-interests.

RELATIONSHIPS BETWEEN ALTERNATIVE ASPECTS OF ADVERTISING INTENSITY AND MARKET STRUCTURE IN SELECTED PRODUCT CATEGORIES Order No. DA8409958

HOVLAND, ROXANNE, PH.D. *University of Illinois at Urbana-Champaign*, 1983. 239pp.

The debate regarding the relationships between advertising and various indicants of market structure, and industry concentration in particular, has yet to be resolved despite a broad variety of studies.

Two complementary bodies of literature are reviewed and major contributions of each are incorporated into the present study. Three alternative hypothetical models are gleaned from the economic literature while alternative specifications of advertising are developed from the marketing literature.

Fifty-five simple and multiple regressions are used to estimate various measures of advertising intensity using industry concentration and industry growth as independent variables. Five alternative measures of advertising intensity including both advertising ratios to sales and expenditures are used in two sets of models. Thirty regression equations utilize the dependent measures in a "static" manner: i.e., as in previous studies, the dependent variables are absolute levels of advertising expenditure or ratios-to-sales. The remaining 25 equations ("dynamic models") utilize as dependent variable first-order differences in advertising expenditures or advertising-sales ratios.

Data are used for 12 consumer non-durable goods categories including 154 firms over a maximum period of eight years.

Results provide tentative support for a nonlinear relationship between advertising intensity and industry concentration. Specifically, both total industry and top four firm advertising expenditures level off with higher levels of industry concentration (expressed as an absolute). However, positive changes in total industry advertising expenditures continue to increase at higher levels of the absolute value of industry concentration. At the same time, the share of industry advertising accounted for by top four firms increases steadily as the industry concentration ratio increases.

A COMPARISON OF THE TELEVISION VIEWING HABITS AND CLASSROOM BEHAVIOR OF DISRUPTIVE AND NON-DISRUPTIVE STUDENTS Order No. DA8413976

HUFF, JOHN LARRY, ED.D. *The University of Oklahoma*, 1984. 111pp. Major Professor: Dr. Charlyce King

The purpose of this study was to determine the differences between the television viewing habits of disruptive and non-disruptive students. Two groups of students, disruptive students (N = 32) and non-disruptive students (N = 50), reported the number of hours they viewed particular television programs aired during a particular one-week period. The number of hours spent viewing television and the number of violent acts viewed were compared for the disruptive students and the non-disruptive students to test two major hypotheses. Three other hypotheses were tested concerning the inter-relationships among the variables measured on the disruptive students.

The results of testing the first null hypothesis led to the general conclusion that there was no real difference between the amount of time the disruptive and non-disruptive students spend watching television. A common belief is that disruptive students watch considerably more television than non-disruptive students but the results of this study would not support this idea.

The results of testing the second null hypothesis led to the general conclusion that the disruptive students watched television that was much more violence oriented than the television viewed by the non-disruptive students.

The results of testing the third null hypothesis led to the conclusion that those disruptive students who watched the most television saw the most violent acts.

Results of testing the fourth null hypothesis led to the general conclusion that those disruptive students who viewed the most violent acts on television tended to cause the most classroom disruptions.

Results of testing the fifth null hypothesis led to the general conclusion that those disruptive students who viewed the most violent acts tended to commit the most serious classroom disruptions.

TELEVISION BROADCASTING IN THE REPUBLIC OF CHINA ON TAIWAN, 1962-1983: ANALYSIS FROM A DEPENDENCY PERSPECTIVE Order No. DA8411152

HWANG, HSING-SHENG, PH.D. *Northwestern University*, 1984. 281pp. Adviser: Dr. John Gartley

In recent years, the "dependency perspective" regarding Third World development and development communication has often been debated. Generally speaking, the dependency perspective asserts that Third World countries are caught up in a dependency relationship with the capitalist world-economy, and that the economic dependency relationship is then reproduced in the field of culture and the mass media. What distinguishes the dependency perspective from other "conventional" theories is that it links culture-media development (or underdevelopment) with economic development (or underdevelopment) as a broad framework for probing the problems pertinent to Third World development. That is, the dependency perspective advocates that economic dependency paves the way for the influx of the alien culture media products and that the culture-media dependency in turn reinforces the economic dependency.

The purpose of this study is to examine and analyze the development of the television broadcasting in the Republic of China on Taiwan through the period from 1962 to 1983 in light of the assumptions of the dependency perspective.

The results of the study indicate the following: first, although Taiwan has been dependent on external forces for its economic development since World War II, it has achieved remarkable economic growth and income distribution. Second, the economic dependency, however, does induce a television dependency. From an historical perspective the television dependency of Taiwan takes a dual form--dependent on both the U.S. and Japan, two major economic investors on Taiwan. In addition to classic dependency, there is a new type of dependency--taking the form of imitation and piracy. Third, the television dependency is not a result of the invasion of the "media imperialism." Rather, it is the premature inauguration of commercial television services that subjects Taiwan's television operation to a dependency relationship with the U.S. and Japan.

It is felt that a synthesis model or theory of development, with less ideological and ethnocentric implications, be generated and established so that a genuine understanding of development in the Third World could proceed and be hastened.

STRUCTURES OF "NEWS SPEAK:" U.S. NETWORK TELEVISION COVERAGE OF THE LEBANON WAR, SUMMER 1982 Order No. DA8418791

JALBERT, PAUL LEO, PH.D. *Boston University*, 1984. 214pp. Major Professor: Jeff Coulter

As a study in practical reasoning, this work brings together some of the issues in the sociology of knowledge and media studies through the analysis of the news coverage of the Lebanon War. A technical apparatus is established and the following theoretical constructs are discussed and their explicative power is demonstrated in the analysis of actual news accounts: categorization, category

boundedness, disjunctive category-pairs, positive and negative categorial ascription and category shift--to appreciate the relationships created between that which is categorized and other phenomena in the world; unilateral gist formulations, oblique referential formulations and how the varied formulations of a specific category can affect its categorial power--to understand how formulations do "summing-up" and "instructing" work; the visuals in news reports orient a viewer differently when they are asymmetrical--to address issues of visual sequence, inclusion and omission; the orders of presupposition, the properties of elision and opacity/transparency of reference and of passivization and agent deletion--to grasp the power wielded by what is left "unsaid." The hope is that this work can exhibit, by analysis and example, a fresh theoretical approach to the empirical study of the news media.

UTILIZATION OF EDUCATIONAL TELEVISION FOR INSTRUCTION IN MISSISSIPPI PUBLIC JUNIOR COLLEGES

Order No. DA8415710

LESTER, GLENDA RAWSON, PH.D. *The University of Mississippi*, 1984. 183pp. Director: Assistant Professor David W. Cox

The utilization of television as an instructional aid in the 15 Mississippi public junior colleges was researched. The study was designed to ascertain what factors influenced the faculty in their decision to use television. Telecourses were excluded from the study.

All media directors provided descriptive data of the media center. Included on the questionnaire were the amount of institutional support given, the type of services provided, and the amount of television hardware and software available.

A stratified random sample of faculty in all disciplines were surveyed. Eight hypotheses were tested. The results of the chi-square analyses indicated that the use of television was significantly related to four of the variables and not significantly related to the other four variables. Related to the utilization of television were the variables of the institution where the faculty member taught, the discipline taught, the faculty member's experience of having been taught by television, and the faculty member's training in the use of television. All four of these factors were significant at the .01 level. Faculty members in the disciplines of fine arts, language arts, and health and medical courses utilized television most often. Those in mathematics courses utilized it least often. Over 70 percent of the faculty members who had been taught by television and over 73 percent of those trained in the use of television used it in their classes.

The four variables not significantly related to the utilization of television were the degree of institutional support given to the media center and the faculty member's sex, age, and highest degree held. The use and non-use was approximately 50 percent for both sexes. The highest rate of use occurred in the age category of 30 to 39. The lowest was in the category of 60 and above. Most faculty members held a masters or specialist degree. These faculty acccunted for the highest rate of use.

Needs for the effective use of television as perceived by the media directors and by the faculty members were noted.

AN ANALYSIS OF THE AMERICAN TELEVISION DOCUDRAMA, 1966-1982

Order No. DA8416720

MUSBURGER, ROBERT BARTLETT, PH.D. *The Florida State University*, 1984. 359pp. Major Professor: Thomas W. Hoffer

The purpose of this study is to trace the development of the American television docudrama from its roots in other communication forms, and to perform a content analysis on data collected on approximately 1,400 docudrama programs aired during prime-time on ABC, CBS, NBC, and public television between 1966 and 1982. Docudrama's influences on television as well as its criticism and ethical and legal responsibilities are also noted. A docudrama program is defined as the accurate recreation of events in the lives of actual persons.

Docudrama antecedents are traced through the combination of fact and fiction in literature, journalism, theatre, motion pictures, radio, newsreels, and early television. These provided the means and environment for the development of docudramas into the unique forms that exist today.

In order to perform the content analysis, a ninestep docudrama classification system devised by Thomas W. Hoffer and Richard Alan Nelson was used. This categorized docudramas as: monologues, historical, biographical, contemporary, religious, documentarized-fiction, aberrations, partial docudramas, or fictionalized-documentary. The partial docudramas and aberrations were exempted from the content analysis.

The content analysis revealed that during the census period, the majority of docudrama quarter hours broadcast were in the biographical category, followed in order by documentarized-fiction, historical, fictionalized-documentary, contemporary, religious, and monologues. The rank by network was: public television first, followed by NBC, then CBS, and ABC broadcast the least. The greatest number were telecast from 1975-76 to 1980-81. The study's final season showed a decline in quarter hours. Sunday was the most popular day and Friday the least. The most popular start time was nine o'clock. Approximately one-third of the docudramas were telecast in the series format; another third in mini-series; and the final third in the made-for-television movie/special format.

The major conclusions reached by the study are: the docudrama evolved from a variety of communication forms and techniques; the form's development was influenced by and reflects changes in the broadcast industry; there is a need for a common set of guidelines in the promotion and criticism of docudrama to prevent the form from suffering from negative criticism of individual programs.

DYNAMICS OF DEVELOPMENT COMMUNICATION: AWARENESS, MOTIVATION, PARTICIPATION

Order No. DA8410320

NARULA, UMA, PH.D. *University of Massachusetts*, 1984. 425pp. Director: Professor W. Barnett Pearce

A critique from a communication perspective focuses on reciprocal relations among "patterns of interaction" and the "social realities" of various agents. In development programs in India, the agents include government bureaucracy and the masses. The critique is based on three sets of information: (1) a review of international communication providing an "international perspective" on Indian development programs; (2) a review of Indian development programs and development communication in India focusing on the development activities, reasons behind these activities and the conventional wisdom about the effects of these programs; and (3) a study of development "participation effectiveness" in a rural and urban community.

The study describes the patterns of communication about various development projects, relationships among communication patterns; forms of participation in development programs, cognitive/attitudinal variables (awareness, discontent, motivation, etc.), and the adoption of various development objectives. Results suggest startling conclusions: existing patterns of communication and the people's perception of government pose a major impediment to continued development. Development programs are well received by the people and are effective but produce "dependence." The social environments of the poor exacerbate this effect, and the ineffective development delivery system heightens discontent. To intercept this spiral of discontent/dependency, the government has relied on mass media and government agents. The data indicates that these are the least effective means of communication, but perhaps the best available, given the social structure of the two communities. The one-way mass media model has only information-generation function whereas the two-way interpersonal model does not urge people for participation. A different communication handling is needed for conurbation communities and women as compared to rural and men. The dysfunctional effects of development communication suggest a poor communication dialogue.

TOWARD UNDERSTANDING THE REACTIONS OF OLDER CONSUMERS TO OLDER ADVERTISING MODELS: THE INTERACTION OF SOCIAL COMPARISON PROCESSES, CO-ORIENTATION, SELF-PERCEIVED AGE AND LIFE SATISFACTION

Order No. DA8420001

NELSON, SUSAN LOGAN, PH.D. *Georgia State University - College of Business Administration*, 1984. 334pp. Chairman: Professor Jac L. Goldstucker

This dissertation develops a systematic method for evaluating the impact of portraying older models in advertisements designed to appeal to older women. Conventional wisdom suggests that older people rebel against campaigns featuring age cohorts. Recent evidence, however, indicates that this may not always be the case.

Concepts and theories taken from social psychology and gerontology were combined to create the multi-disciplinary construct used. Inherent differences in older consumers' self-perceived ages and levels of life satisfaction should influence the perceived relationship to the advertising model and, ultimately, the reaction to the advertisement and the product.

Interviews were conducted with 273 non-institutionalized females aged 55 years or older. Each respondent evaluated a common control advertisement and a randomly assigned pair of fictitious laxative and non-dairy creamer advertisements. Three versions of the advertisements were developed to represent different model types: middle-aged, older and stereotyped older.

The framework of relationships which compose the causal model were tested via three-stage least squares. These results were compared by product category using a procedure comparable to the Chow test. The effect of stereotypic depiction was examined via a priori pairwise comparisons done in conjunction with ANOVA.

Both age-related and product-specific similarity to an advertising model increased the likelihood of a favorable reaction to the advertisement and the product. While self-perceived age influenced age-related similarity to both middle-aged and stereotyped older advertising models, it failed to be of value when older models were used. This same pattern of results was found with life satisfaction in the laxative advertisement. Apparently, a broader cross-section of older women feel kinship with the older model than existing literature would lead one to believe.

It seems that older advertising models have been under-utilized by practitioners, particularly when advertising a product such as a laxative which is associated with an age-related health problem. Respondents particularly identified with and accepted the older model in the laxative advertisement, making it the highest rated advertisement. This research reveals a tendency for older women to acknowledge identification with models depicted as people who just happen to be old, not exaggerated stereotypes of old age.

THE EVOLUTION OF TELECOMMUNICATION IN NIGERIA: A NEEDS ANALYSIS

Order No. DA8410582

OZIRI, HILARY MGBEAHURUIKE, PH.D. *State University of New York at Buffalo*, 1984. 140pp.

This dissertation examines the role of the mass media in the process of national development and modernization in general and specifically for Nigeria. It traces the evolution of telecommunication (telephones, post and telex, television and radio) and the print media from the Colonial period through independence (1960) to date. It focuses upon the media's impact upon national development, both economic (industrial and agricultural) and social. The later includes social integration--the consolidation of the various ethnic groups into the Nigerian Federal Republic. Further, it describes the media's influence on education. Based upon this historical background and an evaluation of Nigeria's present and future needs, the thesis performs a needs assessment for Nigeria's telecommunication infrastructure.

This dissertation employs action research methodologies in order to avoid the separation of research and practice which is common in the social sciences and which can have negative consequences for the particular focus of the investigation. In this case, this is Nigeria's telecommunications system. Four factors will be examined (1) task, (2) structure, (3) technology and (4) Nigeria's people. Government policy, United Nations statistical data and comparative African documentary data from a variety of sources are examined. Subsequently, a needs analysis deriving from the descriptive situation relating to present norms is made in regards to future societal requirements.

This research is significant for Nigeria because the conclusion of the thesis will be used to plan its future media system. If implemented, the media should impact upon national integration, education and economics such that the quality of life will be improved for all Nigerians. Based upon the Nigerian model other developing nations in Africa and throughout the world can design their own media system based upon the assessment of their own national needs.

CALIFORNIA PUBLIC COMMUNITY COLLEGE COLLABORATIONS WITH CABLE TELEVISION

PARKS, JANIS LURLINE, ED.D. *University of Southern California*, 1984. Chairman: Professor William G. Millington

Problem. Cable television, having undergone transformation to a sophisticated audio, video, and data communications system, offers significant opportunities to community colleges. The challenge for educators is to become knowledgeable concerning resource acquisition and effective utilization of this potential. This study sought to develop a data base relative to collaborations between California public community colleges and cable television.

Procedure. A survey was conducted in 1982 and updated in 1983 to identify planned and existing collaborations and to provide data concerning operational systems. Eight institutions were selected for further in-depth study from which profiles were extracted along 9 dimensions.

Selected Findings. (1) Approximately 33% of the colleges were in each of the following categories relative to cable television collaboration: (a) operational; (b) planning/preparing; (c) lacking plans. (2) For 62%, operational collaborations were established within 3 years of the study. (3) Half of the operational systems participated with other educational entities in a cooperative network relative to cable television. (4) Most operational systems received channel allocations and/or other distribution resources, and one third were given video production resources. (5) Half the operational collaborations cablecast for 20 or more hours per week. (6) A significant increase occurred in college participation in the cable television franchising process in recent years. (7) Public access responsibilities were reported by 22% of the operational systems.

Selected Conclusions. (1) Varying greatly, the pattern of resources received depended upon many factors including institutional priorities, characteristics of the franchise area, college participation in franchising, political and competitive climate, and perspectives of key individuals. (2) Faculty resistance and interconnection of multiple cable systems within the college service area are important issues facing educators. (3) Trends toward networking for resource sharing were evident.

Selected Recommendations. (1) Educators should recognize the importance of participation in the franchise process and consider utilizing the findings of the study to assist in planning. (2) The use of cable television to provide delivery of actual classroom sessions, contracted worksite instruction, interactive capability, and other innovative applications should be evaluated. (3) Follow-up studies should be undertaken.

(Copies available exclusively from Micrographics Department, Doheny Library, USC, Los Angeles, CA 90089.)

MASS MEDIA AND THE COGNITIVE IMAGES PEOPLE HOLD OF OTHER NATIONS

Order No. DA8405448

PERRY, DAVID KNOX, PH.D. *The University of Wisconsin - Madison*, 1984. 160pp. Supervisor: Professor John T. McNelly

The study focused on the role the media may have in influencing perceptions of nations. Theoretical work from cognitive and social psychology, and the New International Information Order debate, suggested a number of hypotheses about the role the media may play in influencing people's inferences about foreign nations, the accuracy of these inferences, and people's evaluation of the accuracy of their inferences.

Two series of experiments were conducted, using intact groups of college students as subjects and manipulations designed to resemble material in the print media, to test these hypotheses. The findings indicate that people do seem readily to draw inferences about nations based upon material in the mass media, even when the material easily can lead to misleading generalizations. People sometimes generalize based upon a biased sample of information, including news.

Other findings establish that people derive inferences about the geographic characteristics of countries based upon their knowledge of features correlated with the inferred characteristics. The role that information about a nation plays in influencing subjects' evaluations of the quality of their inferences remains unclear, however.

Overall, the study is supportive of those who argue that the media can play an important role in influencing images of nations. However, the results can apply only to people who pay attention to information about world affairs, and other research suggests that these people may represent only a small percentage of media audiences.

SEEING IS BELIEVING: THE USE OF TELEVISION COMMERCIALS TO DEVELOP A MODEL FOR ANALYZING VISUAL PROPAGANDA Order No. DA8325235

SCHICK, SUZANNE CLAIRE, PH.D. *New York University*, 1983. 251pp. Chairman: Professor Terence P. Moran

Modern propaganda analysis began in the late 1930s, when the Institute for Propaganda Analysis, under Hadley Cantril, was founded for the purpose of examining the use and misuse of language, particularly in the European totalitarian states then on the rise. The models developed under the auspices of the Institute were word oriented. During the Cold War, interest in propaganda died down because the problem had become very simple. Whatever we did was information. Whatever they did was propaganda. During the 1960s and 1970s, scholars again became interested in propaganda, and several new models--the Rank Model, the Werkmeister Model, and the Pseudocommunication Model--were developed. These Models too were more or less based on the word. However, the major mass media of our time is television, and most of television's information comes to us in a visual, gestalt, nondiscursive manner rather than in a verbal, linear, discursive way. Also, the very way television structures information is changing our habits of thought, our relations to each other, and even our values. Therefore, the purpose of this study was to develop a model to identify and analyze nonverbal propaganda techniques in visual modes of communication. The subordinate problems were: (I) To develop a model for identifying the nonverbal propaganda techniques used in television advertising. (II) To test the model developed in Subordinate Problem I by using it to analyze nonverbal elements in selected television commercials. (III) To show how the developed model might be used to identify and analyze nonverbal propaganda techniques in other modes of visual communication.

The researcher developed a model based on the Rank Model, the Propaganda Institute Model, and the Pseudocommunication Model. The researcher then demonstrated how the model could be expanded to be used in analyzing visual propagandistic elements in television programming, film, and television advertising, next suggesting what form the synoptic model might take. Finally, the researcher discussed the limits that models themselves impose as scholarly and heuristic tools in communication studies specifically and in social science generally.

AN ANALYSIS OF FACTORS THAT RELATE TO EFFECTIVE USE OF RADIO IN NONFORMAL EDUCATION IN DEVELOPING COUNTRIES Order No. DA8418862

SENIOR, MAXWELL STEWART, ED.D. *University of Massachusetts*, 1984. 207pp. Director: Professor Horace Reed

This study is concerned with the traditional approach to radio program development and its application to education. Of primary concern is the persistent practice of radio program designers of preparing programs *for the audience* with little or no provision for active involvement *by the listeners*. The study examines some critical elements that can promote the flow of information from the audience to radio program designers, thus strengthening audience participation and the positive outcomes of radio projects in nonformal education.

Open broadcast, as a format for the use of radio in education, is discussed, and a review of the literature is undertaken. Open broadcast has been extensively applied in education primarily because of its use, without exception, in commercial broadcasting. However, as a format for creating long term behavioral changes, it is highly questionable.

Conversely, Radio Learning Groups are also examined through a review of the literature and a critical analysis of three case studies. What evolves from this examination is that Radio Learning Groups, if carefully organized and supported, can be an exceptional vehicle for creating behavioral changes. Moreover, they can foster popular participation and the development of two-way communication channels between participants and program designers.

In order to enhance collective listening, three primary elements are considered essential: careful assessment of the needs of the audience; the group leader; and the radio learning group. Other important factors are: organization and leadership, broadbase government support, and in a larger sense, the need for national media policies. Further analysis of a field-based study undertaken in The Gambia provided evidence to support the indispensable nature of these factors for effective outcome of radio learning groups.

The study concludes with some recommended guidelines for radio education projects.

VOICE-OVER: A STUDY OF THE NARRATION WITHIN THE NARRATIVE Order No. DA8413679

SMOODIN, ERIC LOREN, PH.D. *University of California, Los Angeles*, 1984. 201pp. Chair: Professor Nicholas Browne

This dissertation details one of the methods by which the cinema presents narrative events to a spectator, that of voice-over narration. The voice-over narrator is not the "author" of the film, but nonetheless seems to be the organizing force behind it, the one who selects and orders the images and describes them to us. The equation of image to narrator's speech has become so conventionalized in voice-over films that even after the spoken narration vanishes from the sound-track, the spectator still feels the narrator's presence and senses the narrator's control over the story.

My analysis draws from two kinds of narrative study: that of the fictional event, and that of the act of discourse that recounts it. As a result, I examine the spatial and temporal relations between the narrator and the story that he/she tells, the ways in which the narrator tells the story, and also the means through which the narrating act takes part in the narrative being told. I also examine the reason why we believe some narrators, and how a film can undercut the authority of others. Throughout the dissertation, I make references to literary narratives, and in one chapter, in examining the relations between voice-over and image, I determine some of the major differences between the cinematic narrative and the novelistic one.

LEADERSHIP IN INSTRUCTIONAL TELEVISION PROVIDED BY THE STATE DEPARTMENTS OF EDUCATION Order No. DA8414800

SWIDERSKI, MARGARET ROACH, ED.D. *East Texas State University*, 1984. 111pp. Adviser: Inez Johnson

Purpose of the Study. This study was undertaken to determine the leadership that the fifty state departments of education were providing in instructional television (ITV). Extent of leadership; areas of leadership in terms of plans, services, resources, and monies; and future plans were examined.

Procedure. Due to the lack of studies reported in the literature, information was requested from the fifty state departments of education concerning their ITV programs. Forty-eight departments responded with brochures, pamphlets, guides, and letters--this information was used to formulate the questionnaire. The questionnaire was sent to the fifty chief state school officers as listed in *Patterson's American Education*. After three mailings, all fifty departments had returned the completed questionnaires. The data were tabulated and, because of the small population, were reported in numerical values.

Findings. Based upon the data, the extent of leadership provided by the departments can be stated: 25 departments were in charge of ITV, 12 had some responsibility for ITV, and 13 had no responsibility for ITV. Areas of leadership were reported in terms of plans, services resources, and monies. The plans most frequently indicated were for public instruction for public schools and for curriculum. The most frequently indicated services offered were inservice and advisement in selecting materials and equipment. Other than secretary, the most often employed position was that of utilization specialist. Resources most often indicated were programming acquired through regional, multi-state consortia; leased programming; annual programming guides; and networks that were shared. The amount of monies most frequently allocated for ITV was $100,001-$500,000. The most often indicated areas for future plans were programing, utilization, and consultant services.

Conclusions. An analysis of the data resulted in the following conclusions. The state departments of education were not overly enthusiastic about providing leadership in ITV. The findings, when compared to earlier studies, indicated little change in the programs offered by the departments. Instructional television, through leadership provided by the departments, was progressing at a relatively slow pace.

JAPANESE EDUCATIONAL TELEVISION AND ITS IMPLICATIONS FOR AMERICAN EDUCATIONAL TELEVISION

Order No. DA8414456

TIENE, CHARLES DREW, PH.D. *The University of Texas at Austin*, 1983. 288pp. Supervising Professor: O. L. Davis

Several Japanese elementary school educational television series are among the most consistently and heavily viewed in the world. This study investigates the reasons behind these high utilization levels. First, it explores the educational context within which Japanese educational television operates. A brief history of Japanese education concludes with a detailed discussion of the present system. The factors most conducive to the popularity of school television are analysed and discussed. Then, the source of educational television programming, the Japanese public broadcasting unit, Nippon Hoso Kyokai, is examined. Its history is described, with an emphasis upon the development of educational broadcasting. The current educational television activities conducted by NHK are elaborated upon in some detail. Its production, research, and utilization efforts are discussed, and the way in which these processes are carefully coordinated is offered as a key explanation for the success of its programming. The Japanese educational television system is then compared with the American school television situation, followed by some suggestions as to how the "NHK model" might be emulated in the United States.

A COMPARATIVE ANALYSIS OF AMERICAN AND MEXICAN DAYTIME SERIALS

Order No. DA8411899

TUCHMAN, PAULA SUSAN, PH.D. *University of California, Irvine*, 1984. 389pp. Chair: Professor Louis Narens

Television viewing occupies a major portion of most individual's quotidian lives. Although television is notably a medium of entertainment and information, its form and structure serve to act as a primary agent for socialization. As a form of cultural expression, television is interwoven within the larger cultural milieu.

The daytime serials have been referred to as a "national institution." Every weekday, an estimated 75 million individuals watch the serials. Based upon the symbiosis which develops between the audience and the program, the daytime serials have been labeled "the most powerful entertainment on or off television."

A research methodology was developed for the present study which assays (tele)visual and narrative material in order to discover what the manifest and latent content is, its nature, and how it is produced through the use of visual syntax.

This study examines and compares the American and Mexican daytime serials to determine the following information: What character-types (stereotypes) are presented for each sex; what the determining variables are which structure and differentiate the character-types; how the character-types are represented on a manifest (denotative) and latent (connotative) level; what analytical categories are associated with each of the character-types; what types of category conformations are associated with each of the different character-types and how these are structured; and what connotations are associated with each character-type and how this is achieved. In sum, a comparison of the portrayal of each sex and its corresponding character-types is made between the American and Mexican daytime serials for the purpose of demarcating the differences and similarities which reside in the two.

This study found important cultural and ideological differences to exist both within and between the portrayal of men and women in the American and Mexican daytime serials. Moreover, significant differences were encountered in the fundamental representation of each society. Whereas the American daytime serials essentially project the image of a "homogeneous" society, the Mexican serials reflect a "pluralistic" society. The social and psychological implications of these findings are discussed at length.

THE EFFECT OF SEXUAL STEREOTYPING IN PRINT ADVERTISING ON BRAND NAME RECALL, SALES POINT RECALL AND BUYING ATTITUDE: AN EXPERIMENTAL STUDY

Order No. DA8412558

UTT, SANDRA HELENE ENGLEBRIGHT, PH.D. *Ohio University*, 1983. 137pp. Director of Dissertation: Dr. Hugh M. Culbertson

The main research question is: Does the use of female role portrayals as sexual objects, mother/housewives or career women in print advertising have an effect on the subject's ability to respond to brand name recall, sales point recall and buying attitude?

An experimental study was conducted in which subjects (college students, n = 181 and off-campus persons, n = 206) were presented with six specially-designed advertisements (three of which were camouflage).

One set of subjects saw three advertisements that included the female portraying a sexual object, a mother and a career woman. The other set of subjects saw the same advertisements, but without the female role portrayed. All subjects saw the same three camouflage advertisements.

Each subject was presented with only one set of six advertisements and filled out a questionnaire eliciting the following: Bem Sex Role Inventory score which differentiated the subjects into undifferentiated, androgynous, masculine and feminine sex-role types; an Attitude Toward Women score which differentiated the subjects into liberal and conservative sub-populations; and demographic indicators such as sex, age, race, marital status, and major (for students) or occupation (for off-campus students).

Findings are that subjects who saw the female portrayed as a sexual object were more likely to recall the Crystal Cola brand name and also more likely to purchase the product. Of the subjects who did not see the female portrayal, more were less likely to have a favorable buying attitude.

No significant differences were found between the response levels for the experimental and the control groups for the career woman and the mother/housewife stereotypes. The use of the two portrayals did not positively or negatively affect the subjects' responses to the three dependent measures.

Additionally, the Bem Sex Role Inventory score did not differentiate among the subjects' responses.

ADVERTISING IN WEST GERMANY AND THE UNITED STATES: A NATURALISTIC INQUIRY

Order No. DA8417186

VAN HUYSSE, CHRISTINE, PH.D. *Indiana University*, 1984. 291pp. Director and Chairman: Egon Guba

The specific purpose of this research was to describe advertising in West Germany and the United States; to detail the salient differences between the two systems; and to account for these differences in terms of cultural differences between the two countries.

The advertisement was considered both artifact and commodity. This dual nature underscored the complexities of the advertising situation and the difficulties involved in assessing distinguishing cultural features; it necessitated the implementation of a methodology which was expansive in nature, allowing for the inclusion of data of many different types from many different sources. The means used therefore to collect information was a naturalistic inquiry.

In order to fulfill suggested criteria of scientific adequacy, certain methodological techniques were used in combination. Nine months were spent in each country; this was a period of intensive observation and recording of information about advertisements as cultural and market phenomena. Fifty-four interviews were conducted with key respondents who by virtue of their professional expertise and/or experiences living in either country were able to compare and contrast the advertising and cultures *and* to provide feedback on the information as it accumulated. A content analysis of selected magazine advertisements was conducted and some description included of other forms of advertising in evidence in either country. Supplementary literature, provided by various advertising associations or governmental agencies, was utilized to clarify some of the findings.

Findings were expressed in terms of specific categories which had emerged during the investigation. Similarities and differences were noted in the *manifest content* of the advertisements: in the use of design elements, expressive styles in the use of language, and in the use of media. Other findings were described in terms of *behind-the-scenes factors* which indirectly impinge upon the design of advertising: retail structure; level of industrialization; product usage; legislation; socio-cultural characteristics of consumers; media structure; censorship and reviewing boards; and consumerism. These findings were then interpreted in terms of distinguishing features of the West German and American cultures.

The specific findings of the research may be of most interest to advertising practitioners who plan and develop advertising campaigns; furthermore, the naturalistic inquiry offers a novel blueprint for conducting a comprehensive study of the distinguishing features of advertising systems. . . . (Author s abstract exceeds stipulated maximum length. Discontinued here with permission of author.) UMI

A COMPUTER-BASED ANALYSIS OF ALL-NEWS RADIO LISTENING FROM A STRUCTURALIST POINT OF VIEW

Order No. DA8419698

WOAL, MICHAEL, PH.D. *The Pennsylvania State University*, 1984. 469pp. Adviser: John B. Smith

Gordon McLendon, the founder of all-news radio broadcasting, claimed that, "To the extent that an all-news station is monotonous, it will succeed." Part of this work's purpose is to explain that conundrum. The study investigates how listeners pay attention to the formulaic discourse of newsradio and what meanings they find in it.

This study seeks to go beyond traditional media effects research in the interest and stature of its conceptual grasp and in the sensitivity and rigor of its computer criticism. All-news radio listening is explored as a form of symbolic experience or activity, as interactions between attention-inducing arrangements of elements of content and style and persons' extratextual interests (i.e., between structural strategies and Burkeian identifications). Computer processing of data from experimental listening procedures yields curvilinear profiles of auditors' attention and looks for relationships between textual inducements and retained meaning.

The study is exploratory, framed by questions and expectations rather than formal hypotheses. Discussion of findings concerns how the structure of newsradio texts functions to produce signification (i.e., meaning). Review of methods considers the ways in which the study's computer-based analyses capture the processual character of listening, suggest structural models to characterize listening and make available standards of accuracy, pervasiveness and statistical significance for the study's critical claims. Reflections on theory lead to speculation about an aesthetic (poetic)-anaesthetic (rhetorical) dimension of cultural texts.

Newsradio seems to have an anaesthetic effect on listeners. Its predictable structural forms and reiterated, tacit affirmation of a codified view of society present a stable, familiar and therefore valued picture of worldly affairs. As McLendon said, the monotony of all-news radio underlies its appeal.

THE EFFECT OF TELEVISION VIEWING ON COGNITIVE AND NONCOGNITIVE STUDENT OUTCOMES

Order No. DA8419699

WORLEY, WILLIAM RICHARD, D.ED. *The Pennsylvania State University*, 1984. 170pp. Adivser: Victor Levine

The effect of television viewing on the academic and social development of children has been an important public concern. The decline of student test scores, along with changes in the attitudes and values of students, have raised questions as to the role of television in this trend. Research dealing with the relationship of television viewing time to student outcomes has produced inconsistent results. Variations in research methods have led to conflicting interpretations of the effect of television viewing on schooling outcomes.

The major intent of this study was to examine the relationship of the amount of time children spend watching television to cognitive and noncognitive student outcome measures. The data base includes information on 120,000 students representing 230 of the 505 school districts in Pennsylvania. A random sample of 5,000 to 6,000 students from grades 5, 8, and 11 was used in this study. The 1981 Pennsylvania Educational Quality Assessment Inventory was used to collect information regarding independent variables and measure student cognitive and noncognitive outcomes. Statistical analyses included descriptive statistics, correlations, and regression equations based on the educational production function model.

Students in grades 5 and 8 were found to watch 3-4 hours of television per day, on the average, with students in grade 11 watching about 2 hours per day. The amount of time children spent watching television was negatively related to both cognitive and noncognitive student outcomes, when the effect of other independent variables were controlled. The strength of this relationship tended to increase as the grade level increased. There is evidence of a threshold effect, indicating a nonlinear relationship between television viewing time and outcomes. Television viewing time was found to have the greatest impact on the cognitive outcomes of reading, writing, and mathematics in grades 5, 8, and 11, and the noncognitive outcomes of self-esteem, societal responsibilities, and creative activities in grades 5 and 11. A set of background measures were found to be consistently related to all cognitive outcomes, and homework and parental interest were related to all noncognitive outcomes. There are also indications that time spent watching television may displace homework time, especially in grade 8.

COGNITIVE RESPONSE TO POLITICAL ADVERTISING

Order No. DA8412426

ZANDPOUR, FREIDOUN, PH.D. *University of Washington*, 1984. 160pp. Chairperson: Professor John E. Bowes

The study investigated the cognitive response to candidates' advertising. Two cognitive mechanisms were considered--valuation and evaluation. As such the focus was upon cognitive processes which preceded the impact of candidate advertising. For observing and organizing these cognitive processes a "step-taking" framework was used to embody those activities which follow message exposure such as attention, cognition and the voter's expression of preference about the advertised candidate. Two groups of students were exposed to either a one-candidate commercial or a two-candidate commercial for Reagan. Subjects' foci as well as patterns of attention were observed through the Cognitive Band Framework. It was found that cognition provides a source of control on voters' expression of utility for the candidate. It was shown that this source of control is independent of the characteristics of the message and those of the voters. The study showed that advertising mode can to some degree, command voters' attention. Advertising mode was shown to be indirectly related to candidate utility through cognitive mechanisms. It was also shown to be related to evaluation. While the study did not find a link between evaluation and candidate utility, there was a correlation between valuation and candidate utility. Voters were found to valuate candidates of their party more than those of the opposition. The study suggested that while two-candidate advertising may pay as an attention-getting practice, particularly for a less-well-known candidate, it is not a potent force for boosting candidate utility. One-candidate advertising was suggested as a preferred technique for well-known candidates, particularly when they wish to enhance their favor with party supporters and younger audiences.

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